



# Trend

10¢  
WEEKLY

JUNE 29th

The Entertainment Guide

Waitresses, Bartenders,  
Beauticians and Barbers  
Kick-off Party at  
**VANITY CLUB**  
63 Sixteenth Avenue  
Newark, N. J.

MONDAY 22

## Covers

- Atlantic City
- New York
- Jersey Shore
- Lakewood
- North Jersey



## Renee's School of French Design and Modeling

cordially invites you to attend its

### FASHION SHOW AND GRADUATION

Sunday, June 21, 1959, 4:00 to 9:00 P. M.

AT SCOTT'S, 601 High Street, Newark, New Jersey

— DANCING —

Tables \$4.00 — Advance Donation \$1.75 — At Door \$2.00

## Renee's School of French Designing

591-593-595 HIGH STREET

Newark 2, New Jersey

### Special Summer Courses

DRESSMAKING  
MILLINERY

CHARM COURSE  
MODELING COURSE

(Air conditioned — Open for Inspection)

(Registered by New Jersey Staff Board of Education)

## "OUT ON THE TOWN"

By Anne Baxter

I can thank my lucky stars,  
This isn't such a bad old town,  
Come on out and have a look  
around,  
See what's being put down.

Hi! there Sweeties:

Talented and popular Charles Richard Nolley, who is the bartender at the Key Club, had a Happy Birthday. It was one of the most fabulous parties of the Season at his home, given by his mother, Mrs. Edythe Nolley. There were so many people there that I couldn't count them. It was really a birthday worthwhile. Some the guests were: Mr. and Mrs. Tommy Everin, Mr. and Mrs. Walter Dawkins, the Attorney-at-Law Clifford Darden, Peggy Carol and sister Sally, Tootie Stewart, Hollace Simms, husband of that great singing sensation Lou Elliott, Mandy Ross, Ruth and Gloria Valentine, Walter Saundens, Mildred Smith, Dolores Taylor, John Davis, James Baxter, Philip Howard and a host of other friends. And some relatives from Philadelphia. The Archery Clan and the child has a very talented member of the family. Mr. Matthew it was some party. You can believe that you should have dropped in for the free drinks and food. The great Johnny Smith with "everybody's boy" at Frederick's Lounge. They had a crazy get together at Corprew's on Monday night. When you are making the rounds make it there too. The mambo is the dance out at Carteret, New Jersey's Little Cotton Club. It was a big success; it featured big Mike Gordon. Well, sweeties, there will be other nights; this is not the end—until then,

Yours truly,

Come on girls, get into Trend's contest.



# Trend

The Entertainment Guide  
Published every Thursday  
by

Trend Publishing Co., Inc.  
102 West Market Street  
Newark 3, N. J.  
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FRED PEARSALL  
AL BRISTOL



VOLUME  
NUMBER



her life is in her  
hands...and yours

This wonderful little girl, named Colleen, is a victim of Myasthenia Gravis, commonly called MG. Without the medication she holds in her hand her affliction could be fatal. With it, she is normal.

Most frequent symptoms are extreme fatigue, drooping eyelids, double vision, difficulty in swallowing, weakness of arms or legs. *See your doctor at once!* Most patients, adults or children, are restored to happy and nearly normal lives.

Will you support the work to find the cause and cure of MG? The big difference of life itself may be in your hands, too.

**THE MYASTHENIA  
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LAKELAND CHAPTER  
STANHOPE N. J.  
Netcong 2-1579

Join NAACP today

**PROTECT YOUR FUTURE**

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Irvine Turner  
Association**

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Budget Payments up to 9 Months

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179 Peshine Avenue  
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PHONE BI. 3-9803



Open Daily 6:00 A. M. to 3:00 A. M.  
except Thursday, Friday and  
Saturday (24 hours)

Near the corner of Clinton Avenue  
Try our own Sauce for Hot Dogs,  
Hamburgers and Bar-B-Que  
Potato Salad and Cole Slaw  
We Cater to Parties

C. Raines, Food Manager and Chef  
Counter Manager  
C. Wright, Business Manager

With French Atmosphere

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WE INVITE YOUR PATRONAGE

ANNOUNCING  
OUR

NEW DINER SERVICE

SPECIAL "PICKEN-CHICKEN"  
Every Thursday and Sunday.

35¢

JonAnn and Vanessa

Give you Quality and Quantity  
COMPLETE CHICKEN DINNER

85¢

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BI 5-9745

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ADDRESS \_\_\_\_\_

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TELEPHONE NUMBER \_\_\_\_\_

All advertisements must be in Wednesday, 7:00 P. M.

ENCLOSE YOUR CHECK OR MONEY ORDER

MAIL TO

TREND PUBLISHING CO., INC.

102 WEST MARKET STREET

MA 2-8999

NEWARK, N. J.



# NEW PARK CENTRAL

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Newark, N. J.  
Telephone Market 3-9838

ALL REASONABLE  
PRICES DOWN

— HEAR AND SEE —

"Going Back To My  
Home Town"

Mixologist  
At Your Service

AL ELLISON TURP  
HAROLD MIKE

CELEBRITY ROOM  
available for  
Weddings, Parties, Club Dances

Waitresses, Bartenders,  
Beauticians and Barbers

Kick-off Party at  
V Y CLUB

63 Sixteenth Avenue  
Newark, N. J.

Monday,

Nite, June

Trend Cover Girls  
Hostesses

—  
Music by  
Modernaires

Admission by Invitation Only

**W. H.  
APPLIANCE  
SALES AND SERVICE**

**WASHERS REPAIRED**

**REFRIGERATOR  
REPAIRS**

171 Prince Street  
Newark, N. J.  
Phone Bigelow 3-3965

BIGELOW 2-3974



10 E. RUNYON STREET

VISIT

★ **ALBERTA** ★  
THE HAIR STYLIST  
AT

128 W. KINNEY STREET

NEWARK, N. J.

THEATRICAL BEAUTY SHOP



Market 4-5175

Res.: Bigelow 2-7182

*Model Photographers Studio*

STUDIO HOURS:

6 P.M. to 10. P.M. Weekdays

9 A.M. to 9 P.M. Saturdays

SUNDAY By Appointment

EDDIE DAILEY  
LOUIS ALLEN

151 W. KINNEY STREET  
NEWARK, N. J.

FOR ADVERTISING  
AND NEWS CALL  
MARKET 2-8999

CRAZY GRAND OPENING  
Friday, June 19  
AT

**EARL'S COCKTAIL GLASS**



ESsex 2-9533

PACKAGE GOODS -- AIR CONDITIONED  
Drinks At Popular Prices

687 SPRINGFIELD AVE.

NEWARK, N. J.



EVERYBODY IS VOTING FOR THEIR FAVORITE

## Waitresses, Bartenders, Beauticians and Barbers Popularity Contest

Attention all shop owners — your advertisement each week will boost your waitress, bartender, beautician or barber by 500 votes.

Contest will close Sept. 1, 1959, at Trend's Second Anniversary. Gifts and prizes to the winners.

### CONTEST STANDING

LITTLE MAXIE'S—  
Bill Blackman (Br) ....  
SPOTLITE CLUB—  
Big Ease (Br) .....  
FREDRICK'S—  
Al Gray (Br) .....  
OWL CLUB—  
Bob Fontgomery (Br) ..  
CALIFORNIA RESTAURANT—  
Jackie Branch (W) .....  
42nd CLUB—  
Charles Chambers (Br) ..  
LEN & LEN—  
Len Hooker (Br) .....  
WAKEFIELD'S BAR—  
Lucille (W) .....  
LITTLE JOHNNIE'S—  
Scubber Lee (Br) .....  
CELEBRITY NOON TRAIN—  
Dickie Bowers (Br) ....  
BRIDGE CLUB—  
Johnny (Br) .....  
MORTON BEAUTY SALON—  
Mabel Long (W) .....  
KEY CLUB—  
Richard Nelley (Br) ....  
VANITY CLUB—  
Bob Knox (W) *HUNTER* .....  
CITIZEN RESTAURANT—  
C. Knox (W) .....  
PITT'S PLACE—  
Frank Harmon (Br) ....  
LAURA MAE'S—  
Annabelle (Br) .....  
FISH BOWL—  
W. Sylvia (W) .....  
TRUPPO'S TAVERN—  
M. Gray (Br) .....  
NEW TREMONT BAR—  
L. Foots (Br) .....

BALLOT

50

Vote s

First Annual

## Waitresses, Bartenders, Beauticians and Barbers Popularity Contest

MY VOTE IS FOR

### MOST POPULAR WAITRESS

Name .....

Name and Address of Employment .....

### MOST POPULAR BARTENDER

Name .....

Place of Employment .....

### MOST POPULAR BEAUTICIAN

Name .....

Place of Employment .....

### MOST POPULAR BARBER

Name .....

Place of Employment .....

Your Name .....

Street Address .....

City ..... State .....

Send to **TREND'S Popularity  
Contest**  
102 West Market Street  
Newark, New Jersey





East Orange—Evangelist **Jim** Forbes, of Stantonburd, North Carolina, conducted his first Sermon and Service at St. Marks Church, 669 South 11th Street, Newark, N. J. Evangelist Forbes is the cousin of Miss Jean Melvin, and is staying at her home, 85 Hawthorne Avenue, East Orange. He preached on the 25th chapter of St. Matthew, 4th verse. Text: "You Need It And Must Have It" and was warmly received by the congregation. Mother Sallie A. Forbes cooked a delicious meal which was served at the home of James Melvin . . . this included turkey, bar-b-que and lemonade and was served out in the garden. It was windy, but sunny. Guests who were present included Albert Lunsford, Herbert Green, Fredrick B. Harris, Herman A. Morrison, Marcia Scudder, Charles P. Dillard, Harvey Moorer, Thadis Barnes, Ruth Pugh, Thomas Coar, Virginia Richardson, Frank Harris, Mr. and Mrs. Martin Stokes, Madeline Richards, Armita Ellis, Mr. and Mrs. Mary L. Ellis, Mr. and Mrs. Robert Walden, Sarah Melvin, Mary Henley, Catherine Garretson, Mr. and Mrs. E. Bryant, Sarah Melvin, Mr. and Mrs. Herman, Dorothy Scudder, Mr. and Mrs. Walter H. E. Whitte, Harold Melvin, Mrs. Marion Scudder, Julia Richards, Mr. and Mrs. Everette Facher, Jr. The guests were from North Carolina, St. Albans, N. Y., East Orange, Orange, Red Bank, Wilson, N. C., and Newark, N. J.

## THE NEW HOME OF JAZZ **HOUR GLASS**

57 Branford Place  
Newark, N. J.

— Featuring —

## **JIMMY SMITH TRIO**

HELD OVER BY POPULAR DEMAND

**WEDNESDAY thru SUNDAY**

**No 20% Tax**

**SUNDAY JAZZ MATINEE 4 TO 7**

**For Reservations call  
Mitchell 2-8894**

**Coming July 1  
JAMES MOODY AND HIS BAND  
IN PERSON**





Who  
is  
The  
Most  
Glamours  
Teenage  
in  
Orange N.J.



Orange, N. J., Trend Cover Girls: Melvinia Hayes, Barbara McFall, Shirly Hendricks and Joy Davis.

Legs of Cover Girls below . . .



Ten Volume Duo-Tone Set



WORLD'S BEST CLASSICS  
10 Volume Set (No. 218)

**\$8.35**

Add .60 pstg. & hdlg., total \$8.95

Imagine 10 big volumes (total weight 11 lbs.) at less than 90c for each volume! Your leisure time could not be better spent than in reading the works of these great writers. Poe's Masterpieces of Mystery, the House of Seven Gables, Tom Sawyer, Travels of Marco Polo, Shakespeare's Masterpieces, Price and Prejudice, Silas Marner, A Tale of Two Cities and Autobiography of Benjamin Franklin! Attractively bound duo-tone set for you and your children and your children's children.

**D. & M.**

**102 West Market St.**

**Newark 3, N. J.**

**Phone MArket 2-8999**

## OUR GLASS

57 BRANFORD PLACE  
NEWARK, N. J.

NOW BOOKING FOR  
WEDDING RECEPTIONS  
PRIVATE PARTIES  
CLUB DANCES

Call Mitchell 2-8894

When your friends and relatives  
visit Newark the place for them  
to stay is

### THE RIO PLAZA HOTEL

92 So. 13th Street  
Newark, N. J. HU 5-9679  
Clean - Comfortable - Friendly

When you finish reading TREND  
pass it along to a sick friend or  
neighbor . . .

## TREND

102 West Market Street  
Newark, N. J.

Dear Friends:

Stop in and see us about pictures  
and special coverage for your next  
affair . . . Club Dance, Business  
Opening, Wedding, Anniversary  
or Birthday Party . . .

Sincerely,  
The Staff



# GIRLS! GIRLS! ENTER TREND'S COVER GIRL CONTEST

Forty Girls can win any one of three chances.

1. Chance to join TRENDS' COVER GIRLS CLASS.
2. Chance to be selected for Professional Modeling Course, expenses paid.
3. Chance to start a career in advertising.

## LOCAL AND NATIONAL

## ADVERTISERS

in

modeling

## CARS - JEWELRY - FURS

TREND Cover Girls winners will receive their training at  
RENEE SCHOOL OF FASHION AND DESIGN

The only School accredited by  
Board of Education in New Jersey  
591 High Street, Newark, N. J.

**PRIZES**

**GIFTS**

The girls who are selected will be given pro-  
modeling courses under contract  
and a chance to earn a place in the modeling field

SEND IN YOUR ENTRY BLANK TODAY

I want to register for TREND'S COVER GIRLS

Name .....

Address .....

City..... Phone.....





Jimmy Smith Trio swinging  
at Hour Glass



Jerry Smith, Jenny Robinson, Betty  
Hall, Lulu Reed, Ann Baxter



PEARL REAVES

On the way to Fame  
Thank the people of Newark  
For her professional name  
Her next recording is Aching Heart  
Listen in to W. N. J. R.  
To Pat The Cat presenting the  
Stars

**IRENE & JOYCE**, Restaurant.  
Specializing in Bar-B-Cut,  
Friday and Saturday, 74  
Bergen St., Newark, N. J.

**JOYCE WALTON**, Seamstress,  
50 Chadwick Avenue, second  
floor. Bigelow 2-4653.

**FURNISHED ROOM**, Single or  
Couple, 738 South 11th St.,  
Newark, N. J. Essex 4-9768,  
5:00 to 7:00 P. M.

**NEWARK** — 3 rooms, cold  
water flat. \$35.00. Phone  
D. Gibson at HU 5-3056.



Owl Club—Frank Carroll, one of the bar-  
tenders making a bid for votes in Popularity  
Contest.



**TEDDY POWELL presents PEARL  
COTTON COTTON at the  
ATLANTIC CITY July 3rd, 1939**

## VANITY CLUB



Where a Smile is always a  
Pleasure

Marie

Mary

"Longest Bar In Town"

Barkeepers: BB, Bob & Rock

Bl 3-9819

Bl 3-9645

63 16th Ave.

Nwk., N. J.

Vanity Club: Wedding reception of Miss Minnie Bryant and Leroy Marks. The wedding took place at the bride's home on South Sixth Street.

David Bryant, the bride's brother, gave her away; Gene Stylist was best man, the flower girl was Jenney Costion and Milton Bryant was ring bearer.

Among the guests were Willie Mae Chiles, Alberta Marks, Mrs. E. Smith, Mrs. Kate Jackson, S. C., Mr. and Mrs. D. Bryant, Mr. Chas. Aiken, Mr. Jake White, Mr. Preston McLean, Mr. and Mrs. G. Caston, Miss A. Griffin, Mrs. Griffin, Mr. and Mrs. Jackson and Mrs. R. Jackson.

## Trend's Record Club

will mail you

**Babs Gonzales'**

HOT MODERN JAZZ L.P.

at once for

**\$2.98**

PLUS 35c FOR MAILING

102 WEST MARKET STREET  
NEWARK, N. J.



### COMBINATION SET

Consists of ball point pen, cuff links and tie clasp with radiant rhinestones set on smooth replica onyx, in satin lined metal stand. Pen holder in cover makes a handsome desk set. Choice of black or white.

NO. 199. \$3.95

Includes excise tax & postage

### REGISTRATION WEEK

The 15th, 16th and 17th have been set aside for total registration of the Central Ward voters, by the Irvine I. Turner Association. Our fighting Councilman, Irvine I. Turner, has brought the registration board right into the Central Ward at his headquarters at 217 West Kinney Street, corner of Broome Street, Newark.

Without a voters registration card you ain't no where, any where these days. So hustle on over to the Irvine I. Turner Association between 6:00 and 9:00 P. M. on Monday, Tuesday or Wednesday and get yourself registered. Remember your vote is your **PASSPORT TO FREEDOM, USE IT.**



### HOLY BIBLE

Genuine  
LEATHER BOUND  
1200 Pages (No. 216)

**\$7.69**

Add .25 pstg. & hdlg., total \$7.94

King James version. A Concordance Bible printed in extra large type. Contains references, maps in color and handy reference dictionary of the Bible. Genuine leather binding makes this Bible a family possession that will be handed down from generation to generation. Genuine gold stamping on cover. Size 5 1/2 x 8 inches.

### Lord's Prayer CROSS



Lord's Prayer visible through tiny magnifying glass in center. Hand set rhinestones on cross with 18" chain.

NO. 115

\$1.00

Add .25

excise tax

pstg.-hdlg.

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MA 2-8999

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Open All Year

## NEWSOME'S COTTAGE

Completely Renovated -- Rooms with Private Baths  
Rooms By Day, Week or Season

Mr. & Mrs. C. J. Newsome  
Proprietors

225 N. INDIANA AVENUE  
ATLANTIC CITY, N.J.

PHONES: 5-1393 - 5-9786

## McCRACKEN'S HOTEL

WM. V. and MAE C. McCracken  
Proprietors

1703 ARCTIC AVENUE  
ATLANTIC CITY, N.J.



# BUS SERVICE

EXPERIENCED  
SCHOOL BUS SERVICE

— CHARTER —

- DELUXE COACHES
- RADIO EQUIPPED
- LOCAL & LONG DISTANCE
- FULLY INSURED

SPECIAL RATES TO  
CLUBS, CHURCHES, ETC.



## CAMPTOWN BUS LINES

919 SPRINGFIELD AVE., IRVINGTON

ESsex 3-2400

## Morton Beauty Salon

SPECIALIZING IN

HAIR STYLING - DYEING - TINTING

GRACE BRADLEY, Prop. 98 MORTON STREET

MILDRED ROPER

NEWARK, N. J.

MI 2-1545



## "Top Of The Mark"

All Work By

Appointment Only

Mitchell 2-5972

NEWARK, NEW JERSEY

• BEAUTY SALON

SPECIAL GIFTS  
FOR READERS WHO MENTION  
THIS AD  
CHILDREN'S SPECIAL  
Under 12

\$2.50

Tuesday and Wednesday

120 LITTLETON AVENUE  
(bet. 12th & 13th Aves.)



ANN LITTLES, Prop.

"Serving you seven years in one location"

*Specialists*

Income Tax Returns  
Bookkeeping, Auditing

NOTARY PUBLIC

MARKET 2-8999

**TAX & ACCOUNTING SERVICE**

• Competent • Complete • Confidential

**United Business Associates, Ltd.**

102 WEST MARKET STREET

Newark, N. J.



# WRITE RIGHT NOW!

for your copy of  
Informative NEW

**12 \$1**  
**ISSUES AT**

Name .....

Address .....

City .....

## Trend's Cover Girls

suggest

WEEK END NON-STOP  
ROUND TRIP TO

Montreal, Canada

TOURS

INDIAN VILLAGE NITE LIFE

Friday Nite, 1 th

Returning Sunday Nite

BY CAMPTOWN COACH

\$26.00

Reservation: Trend Office

Cash or Payment Plan



# DAN ESPOSITO

# OLDSMOBILE

352 Central Avenue East Orange, New Jersey Phone Orange 5-5555

HERE'S WHERE YOU GET...



## CONFIDENTIAL



By: Tiny Prince

**EDITORIAL SPIEL:** Nite life folks are some of the downest couple of all sets. Yet they, themselves, say much of the public is not ready for better entertainment or social life. They say this is in reference to the manners in which our men and women conduct themselves. Many of us go out and drink until we lose control of ourselves, then we abuse our friends and anyone around. Many times this provokes fights, cutting and stabbing, and murder. Our manners toward working personnel, such as bartenders, waitresses, etc., are such as we, ourselves, would not want to face. Yet we call ourselves living it up and having a good time. How in the hell can we have a good time being drunk, cursing, abusing ourselves and others. Good times means being good to one's self and enjoying our personal friends and all about you.

**FASHION FLASH:** Larrie Stalks in a white, low cut dress, which had showy lines, smiles at the bridge Club.

Ruth Loray, in another plugging black faile dress, black shoes and bag.

Carlton B. Morris, in a white formal jacket, conversing with the gents at Owl Club.

**T. T. SOCIETY:** The town is talking about Teddy Powell opening up the Cotton Club in Atlantic City on July 3rd.

Dinah Washington's new record is No. 1. She is off on a six week tour of Europe for \$13,000, so says her girl, Ann Littles, of the Top of the Mark.

New date for a club opening is Friday, June 19th—Earl's Cocktail Glass. Trend's Cover Girl will be the hostess. The club is located at 687 Springfield Avenue and will serve free food on opening night.

Glad to know that Renee Starks is feeling better and is now up and around.

Congratulations to Mr. and Mrs.

Carl Hockaday on the birth of a seven and a half pound baby boy.

Join the Trend Cover Girls' classes now. See S. Linsey for details.

The N.A.A.C.P. Fashion Show in Montclair will be a must. June 29th.

Through the pipeline they are saying that Billie Holiday only weighs 75 pounds . . . Joe Glaser, her manager, reminds the public there will never have to be any benefits for her.

Bop musicians were not trying to create another kind of music or improve on the old when Bop took hold, they were just embittered by the Jim Crow in the music world against them.

Charles Persip quit Harry James' band, a home townner, here.

Often wondered why Gospel Man Rooney Williams didn't take his shows over to Hickoray Theater, it is a Negro owned.

See you at Ethel Bernice Barnes wedding next Saturday, at St. Rose of Lima Catholic Church, Newark.

We would like to extend our deepest and most heartfelt sympathy to the Carter Mack family and to that ever popular baternder Smithy's family.